

PROMOTION

Levels:	11-12
Units of Credit:	1 Semester (.05)
CIP Code:	08.9904
Prerequisite:	None

COURSE DESCRIPTION

This course provides the student with an understanding of the dynamic nature of the promotional field—or, for a student who plans on making a career in advertising, promotions, or another aspect of marketing. It also provides a contemporary view of the role and importance of marketing communications. This course also emphasizes the importance of integrated marketing communications concepts in enhancing the unity of brands and provides thorough coverage of all aspects of an IMC program such as advertising, promotions, packaging, and branding strategies, point-of-purchase communications, marketing-oriented public relations, and event-and-cause-oriented sponsorships. Students taking marketing classes should have the opportunity to participate in DECA, an association of marketing students. DECA-related activities and curricula can be used as an approved part of all marketing courses.

Standard 08.9904-01	Students will understand the importance of integrated marketing communications (IMC) and its role in brand-equity enhancement.
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OBJECTIVES

- 08.9904-0101 Explain the topic of marketing communications and why it is such a critical component of modern marketing. (Chapter 1)
- Understand the nature and importance of different elements of marketing communications.
 - Explain the features and advantages of integrated marketing communications (IMC)—advertising, personal selling, sales promotions, packaging, point-of-purchase materials, and so on.
- 08.9904-0102 Understand a framework that integrates the various aspects of managerial decision making related to marketing communications (MarCom) strategy and tactics. (Chapter 2)
- Explain the concept of brand equity from the customer's perspective.
 - Understand how, by enhancing brand equity, firms can increase brand loyalty, augment market shares, charge relatively higher prices, and enjoy other benefits that result from being well known and respected.

Standard 8.9904-02	Students will understand integrated marketing communications from the customer's perspective: targeting, communicating, and persuading.
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OBJECTIVES

- 08.9904-0201 Understand positioning and targeting for marketing communications efforts. (Chapter 3)
- Explain the concept of positioning and the role it plays in directing the implementation of MarCom decisions.
 - Discuss the importance of targeting marketing communications to specific consumer groups.
 - Understand the role of demographics, psychographics, and geodemographics in targeting consumer groups.
 - Appreciate major demographic developments such as changes in the age structure of the population and ethnic population growth.
 - Describe the nature of psychographic targeting and the VALS 2 system.
 - Explain the meaning of geodemographics and understand the role for this form of targeting.
- 08.9904-0202 Understand the communication process, meaning creation and fundamentals of the consumer's use of marketing communications. (Chapter 4)
- Appreciate the elements of the communications process.
 - Understand the nature of meaning in marketing communications using a perspective known as semiotics.
 - Describe marketing communicators' usage of three forms of figurative language (simile, metaphor, and allegory).
 - Discuss two models of consumer behavior: the consumer processing model (CPM) and the hedonic, experiential model (HEM).
 - Describe the eight stages of consumer information processing.
 - Explain the fundamental features of the hedonic, experiential model.
- 08.9904-0203 Understand the importance of persuasion in marketing communications. (Chapter 5)
- Understand the nature and role of attitudes in marketing communications.
 - Appreciate the role of persuasion in marketing communications.
 - Understand the elaboration likelihood model (ELM) and its implications for marketing communications.
 - Explain basic attitude change strategies.
 - Understand practical marketing communications efforts that enhance consumers' motivation, opportunity, and ability to process messages.
 - Explain tools of persuasion from the marketing communicator's perspective.

Standard **Students will understand the importance of communicating new**
08.9904-03 **products, brand naming, packaging, and point-of-purchase advertising.**

OBJECTIVES

- 08.9904-0301 Explain marketing communication's role in facilitating production adoption. (Chapter 6)
- Appreciate the role of marketing communications in facilitating the introduction of new products.
 - Explain the innovation-related characteristics that influence consumers' adoption of new products.

- Describe the diffusion process and the various groups of adopters.
- Understand efforts employed by marketing communicators to manage the diffusion process.
- Appreciate word-of-mouth communications in facilitating new-product adoption.
- Use "buzz" to heighten the rate of product adoption.

08.9904-0302 Explain brand names, logos, packages, and point-of-purchase materials (Chapter 7)

- Understand the role of brand naming and the requirements for developing effective brand names.
- Explain the activities involved in the brand-naming process.
- Appreciate the role of logos.
- Describe the various elements underlying the creation of effective packages.
- Explain the VIEW model for evaluating package effectiveness.
- Describe a five-step package design process.
- Appreciate the role of point-of-purchase advertising.
- Discuss the Consumer Buying Habits Study and its implications for point-of-purchase advertising.
- Describe the role of displays in influencing brand sales.

**Standard
08.9904-04**

Students will understand the importance of advertising management.

OBJECTIVES

08.9904-0401 Understand the overview of advertising management. (Chapter 8)

- Explain why advertising is an investment in the brand equity bank.
- Describe the functions of advertising.
- Understand the role of advertisement objectives and the requirements for setting good objectives.
- Describe the hierarchy-of-effects model and its relevance for setting advertising objectives.
- Explain the distinction between direct and indirect advertising objectives.
- Understand the role of sales as an advertising objective and the logic of vaguely right versus precisely wrong thinking.
- Understand the nature and importance of advertising budgeting.
- Explain the relation between a brand's share of market (SOM) and its share of voice (SOV).
- Explain the various rules of thumb, or heuristics, that guide practical advertising budgeting.

08.9904-0402 Understand the creative aspect of the advertising management process. (Chapter 9)

- Understand the role of advertising agencies and the relationship between agency and client.
- Appreciate the factors that promote creative and effective advertising.
- Describe a five-step program used in formulating advertising strategy.
- Describe the features of a creative brief.
- Explain alternative creative strategies that play a role in the development of advertising messages.

- Explain the concept of means-end chains and their role in advertising strategy.
- Understand the MECCAS model and its role in guiding message formulation.
- Describe the laddering method that provides the data used in constructing a MECCAS model.
- Describe the role of corporate image and issue advertising.

08.9904-0403 Understand the importance of expanding the coverage of advertising message creation by examining the use of endorsers in advertising and the various message appeals. (Chapter 10)

- Describe the role of endorsers in advertising.
- Explain the requirements for an effective endorser.
- Appreciate the factors that enter into the endorser-selection decision.
- Discuss the role of Q-ratings in selecting celebrity endorsers.
- Describe the role of humor in advertising.
- Explain the logic underlying the use of appeals to fear in advertising.
- Understand the nature of appeals to guilt in advertising.
- Discuss the role of sex appeal, including the downside of such usage.
- Explain the meaning of subliminal messages and symbolic embeds.
- Appreciate the role of music in advertising.
- Understand the function of comparative advertising and the considerations that influence the use of this form of advertising.

08.9904-0404 Understand the concept of assessing and message effectiveness. (Chapter 11)

- Explain the rationale and importance of advertising research.
- Describe the various research techniques used to measure consumers' recognition and recall of advertising messages.
- Describe measures of physiological arousal in advertisements.
- Explain the role of persuasion measurement, including pre-post preference testing.
- Explain the meaning and operation of single-source measures of advertising effectiveness.

08.9904-0405 Understand the analysis of traditional advertising media. (Chapter 12)

- Describe the five major traditional advertising media.
- Discuss out-of-home advertising and its strengths and limitations.
- Discuss newspaper advertising and its strengths and limitations.
- Discuss magazine advertising and its strengths and limitations.
- Discuss radio advertising and its strengths and limitations.
- Discuss television advertising and its strengths and limitations.

08.9904-0406 Understand two general categories of nontraditional ad media: alternative offline media and mass online advertising. (Chapter 13)

- Describe the various alternative advertising media.
- Realize that these media typically are complements to rather than substitutes for traditional mass media, such as television and magazines.
- Understand the magnitude and value of yellow-pages advertising.
- Appreciate the magnitude, nature, and potential for Internet advertising.

- Understand how Internet advertising differs from advertising in conventional mass-oriented advertising media, as well as how the same fundamentals apply to both general categories of ad media.
- Recognize the different forms of Internet advertising, such as banner ads, pop-ups, interstitials/superstitials, and sponsorships.
- Appreciate the importance of measuring Internet advertising effectiveness and the various metrics used for this purpose.
- Understand the value of targeting Internet ad recipients and the Web analytic procedures used for this purpose.

08.9904-0407 Understand the importance of offline and online direct advertising. (Chapter 14)

- Explain direct advertising and the reasons underlying its growth.
- Describe the characteristics of direct-response advertising.
- Discuss the distinctive features of p-mail advertising.
- Explain the role of databases and data mining.
- Perform lifetime value analyses of database entries.
- Discuss the distinctive features and advantages of opt-in e-mail advertising.
- Evaluate the role and future prospects of wireless advertising.

08.9904-0408 Understand the four major activities involved in media planning and analysis: target audience selection, objective specification, media and vehicle selection, and media-buying activities. (Chapter 15)

- Describe the major factors used in segmenting target audiences for media planning purposes.
- Explain the meaning of reach, frequency, gross rating points, target rating points, effective rating points, and other media concepts.
- Discuss the logic of the three-exposure hypothesis and its role in media and vehicle selection.
- Describe the use of the efficiency index procedure for media selection.
- Distinguish the differences among three forms of advertising allocation: continuous, pulsed, and flighted schedules.
- Explain the principle of the recency (or shelf-space) model, and its implications for allocating advertising expenditures over time.
- Perform cost-per-thousand calculations.
- Interpret the output from a computerized media model.

Standard 08.9904-05 **Students will understand the importance of sales promotion management, marketing-oriented public relations, and sponsorships.**

OBJECTIVES

08.9904-0501 Understand sales promotion by explaining its targets, the reasons underlying its rapid growth, and its capabilities and limitations. (Chapter 16)

- Describe the nature and purposes of sales promotions.
- Explain the factors that account for the increased investment in promotions, especially those that are trade-oriented.
- Explain the tasks that promotions can and cannot accomplish.
- Understand nine empirical generalizations about promotions.
- Discuss the circumstances that determine when promotions are profitable.

08.9904-0502 Understand trade-oriented promotions. (Chapter 17)

- Discuss the objectives of trade-oriented promotions and the factors critical to building a successful trade promotion program.
- Explain the various forms of trade allowances and the reasons for their use.
- Understand forward buying and diverting and how these practices emerge from manufacturers' use of off-invoice allowances.
- Explain the role of everyday low pricing (EDLP) and pay-for-performance programs as means of reducing forward buying and diverting.
- Describe the concept and practice known as efficient consumer response (ECR).
- Understand the practice of category management.
- Describe the role of cooperative advertising and vendor support programs.
- Appreciate the role of trade shows.

08.9904-0503 Understand consumer-oriented sales promotions. (Chapter 18)

- Describe the objectives of consumer-oriented sales promotions.
- Recognize that many forms of promotions perform different objectives for marketers.
- Explain the role of sampling, the forms of sampling, and trends in sampling practice.
- Explain the role of couponing, the types of coupons, and developments in couponing practice.
- Understand the coupon redemption process and misredemption.
- Explain the role of premiums, the types of premiums, and developments in premium practice.
- Describe the role of price-off promotions and bonus packages.
- Discuss the role of rebates and refund offers.
- Explain the differences among sweepstakes, contests, and games, and the reasons for using each form of promotion.
- Understand the role of continuity programs.
- Appreciate the growth of Internet promotions.
- Evaluate the potential effectiveness of sales promotion ideas, and appraise the effectiveness of completed promotional programs.

08.9904-0504 Understand marketing-oriented public relations. (Chapter 19)

- Explain the nature and role of marketing public relations (MPR).
- Distinguish between proactive and reactive MPR.
- Understand the types of commercial rumors and how to control them.
- Explain event sponsorships and how to select appropriate events.
- Explain the nature and role of cause-oriented marketing.

Standard **Students will understand the importance of external pressures on marketing**
08.9904-06 **communications.**

OBJECTIVES

08.9904-0601 Understand the three interrelated environmental factors that influence decision making in all aspects of marketing communications: regulation of marketing communications practice, ethical issues in marketing communications, and the physical environment. (Chapter 20)

- Explain the role and importance of governmental efforts to regulate marketing communications.
- Understand deceptive advertising and the three elements that guide the determination of whether a particular advertisement is potentially deceptive.
- Explain the regulation of unfair business practices and the three major areas where the unfairness doctrine is applied.
- Understand the role of the states in regulating unfair or deceptive marketing communications practices.
- Understand the process of advertising self-regulation.
- Appreciate the ethical issues in marketing communications.
- Explain why the targeting of products and marketing communications is a heatedly debated practice.
- Appreciate the role of marketing communications in green marketing.
- Understand the principles that apply to all environmental (green) marketing efforts.

PERFORMANCE OBJECTIVE

PO-01 Students will create a promotional campaign.

PERFORMANCE OBJECTIVE DETAILED EXPLANATION

Performance Objective PO-01:

Design an advertising/sales promotional campaign. Promote a product or service of your choice. All work (copy, illustration, script, budgets, etc.) must be your own work. The project should include the following:

- Campaign Proposal: a 2-3 page outline, describing the theme and the overall plan objective of the plan of action.
- Prospectus: A written report detailing the plan of action for your campaign. It should be written appropriately for the guidelines provided in the DECA Guide, Advertising Campaign Event. This will include parts I-IX from the guidelines.
- Oral Presentation: The presentation will be the accumulation of all the efforts during the semester. Your presentation will be given to your peers in the classroom and/or individuals in the advertising industry.
- Visual Component: This will consist of a series of visual support tools which coordinate with the prospectus and serve to illustrate the main points of the campaign.
 - Storyboard/commercial
 - Print ad
 - Press release
 - Radio ad
 - Other promotional media necessary to meet the objectives of the campaign

REFERENCE MATERIALS

The textbook for all of these standards and objectives is entitled *Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications*, 6th Edition, by Terence A. Shimp, Thomson/Southwestern Publishing.

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Promotion – TEST #421**

The performance evaluation **is a required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), “**Y**” (**Y=YES**) is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then “**N**” (**N=NO**) is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in “**A**” on the answer sheet for item **#81** for students who have achieved “**Y**” on **ALL performance objectives**.
- The teacher will bubble in “**B**” on the answer sheet for item **#81** for students who have **ONE or more "N's"** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher's file for two years.
- A copy is also kept on file with the school's CTE skills certification testing coordinator for two years.

Performance Objective

PO-01 _____ Students will create a promotional campaign.

Students who achieve 80% (moderately to highly skilled) on **ALL** performance objectives and 80% on the written test will be issued a CTE skill certificate.

Please *print* clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)
_____, has mastered the above performance objective at an 80% or
(High School Name)

higher level.

TEACHER SUMMARY SHEET

Promotion – Test #421

Please *print* clearly:

Teacher's Name _____ Date _____

District _____ School _____ Class Period _____

I, _____, certify that this is an accurate record of the students' performance
(Teacher's Signature)

objectives.

Instructions

For each student who completed the Promotion Course during the _____ school year:

- List the name of each student.
- List the grade level of each student.
- Place an "X" in the appropriate "YES" or "NO" column.
- Place an "X" in the "YES" column if the student DID achieve a minimum of 80% on ALL performance objectives, and marked "A" on test question #81.
- Place an "X" in the "NO" column if the student DID NOT achieve a minimum of 80% on ALL performance objectives, and marked "B" on test question #81.
- Both the teacher and the school CTE testing coordinator must keep copies of this sheet on file for two years.
- The teacher must also keep the student's individual performance evaluations on file for two years.

	Student Name	Grade (11, 12)	Yes (#81-A)	No (#81-B)
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